

Marketing Strategies of Japan Airlines

between

Kuala Lumpur and Kansai sector

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Preface

JAL (Japan Airlines) has been regarded as one of the most successful airline in the world. Functioning also as the national carrier, JAL provide services to other parts of the world and covering services to most airport in Japan.

Due to the restraint of night operations and congestion that occurs at most of the airports in Japan, the Kansai International Airport was then build and opened to the world on September 4th, 1994. However, since JAL started it's service between Kuala Lumpur and Kansai, JAL has been experiencing low load factor on the Kuala Lumpur to Kansai sector. There were many factors that contributed to the decline of passenger load and one of the main factor is due to the lack of marketing effort done by JAL.

If the problem should go unsolved, JAL will loose in many ways. Therefore, it is important for JAL to improve it's marketing stratagies and thus, to try and eliminate the low load factor problem.

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